



House of Representatives

File No. 698

General Assembly

February Session, 2016

(Reprint of File No. 281)

House Bill No. 5426
As Amended by House Amendment
Schedule "A"

Approved by the Legislative Commissioner
April 21, 2016

AN ACT MANDATING THE CREATION OF THE CONNECTICUT-MADE DESIGNATION.

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. Section 32-6m of the general statutes is repealed and the
2 following is substituted in lieu thereof (*Effective October 1, 2016*):

3 (a) The Commissioner of Economic and Community Development
4 shall develop a "CONNECTICUT-MADE" or "CT-Made" logo and
5 make said logo available to Connecticut manufacturers and producers
6 of Connecticut-made products through an Internet web site that shall
7 allow such manufacturers and producers to promote their products
8 that are made in Connecticut. The commissioner shall develop
9 guidelines for the use of such logo in any branding efforts by such
10 manufacturers and producers, which may include: (1) The types of
11 products and specifications for such products that may be branded as
12 "CONNECTICUT-MADE" or "CT-Made"; and (2) the ability of such a
13 manufacturer or producer to alter such logo's proportions or colors.
14 Any state agency, quasi-public agency or other public or private

15 institution may promote such Internet web site and logo. The
16 commissioner shall not contract with any third party to carry out the
17 provisions of this subsection.

18 (b) The commissioner may, within available appropriations,
19 establish and administer a program to promote the marketing of
20 products produced in Connecticut for the purpose of encouraging the
21 development of manufacturing and production in the state. [The
22 commissioner may, within available appropriations, provide a grant-
23 in-aid to any person, firm, partnership or corporation engaged in the
24 promotion and marketing of such products, provided the words
25 "CONNECTICUT-MADE" or "CT-Made" are clearly incorporated in
26 such promotional and marketing activities. The commissioner shall] As
27 part of said program, the commissioner may (1) provide for the design,
28 plan and implementation of a multiyear, state-wide marketing and
29 advertising campaign, including, but not limited to, television and
30 radio advertisements, promoting the availability of, and advantages of
31 purchasing, Connecticut-made products, (2) establish and
32 continuously update a web site connected with such advertising
33 campaign that includes, but is not limited to, a comprehensive listing
34 of Connecticut manufacturers, Connecticut-made products and
35 Connecticut retailers selling Connecticut-made products, (3) direct
36 Connecticut manufacturers and producers of Connecticut-made
37 products in need of assistance to the appropriate economic
38 development entity or state agency, and (4) conduct efforts to promote
39 interaction and business relationships between Connecticut
40 manufacturers and producers of Connecticut-made products and
41 retailers, marketers, chambers of commerce, regional tourism districts
42 and other potential institutional purchasers of Connecticut-made
43 products, including, but not limited to, (A) linking Connecticut
44 manufacturers and producers of Connecticut-made products with
45 potential purchasers through a separate feature of the web site
46 established pursuant to this section, and (B) organizing state-wide or
47 regional events promoting Connecticut manufacturers and producers
48 of Connecticut-made products, where such manufacturers, producers

49 and institutional purchasers are invited to participate. The
50 commissioner shall use his or her best efforts to solicit cooperation and
51 participation from Connecticut manufacturers, producers of
52 Connecticut-made products, retailers, marketers, chambers of
53 commerce and regional tourism districts in such advertising, Internet-
54 related and event planning efforts, including, but not limited to,
55 soliciting private sector matching funds. The commissioner shall
56 administer [this] such program within available appropriations. [On or
57 before January 1, 2013, and annually thereafter, the commissioner shall
58 report to the joint standing committee of the General Assembly having
59 cognizance of matters relating to commerce on issues with respect to
60 efforts undertaken pursuant to the requirements of this section,
61 including, but not limited to, the amount of private matching funds
62 received and expended by the department.]

63 (c) The commissioner may adopt such regulations, in accordance
64 with chapter 54, as he or she deems necessary to carry out the
65 purposes of this section.

This act shall take effect as follows and shall amend the following sections:		
Section 1	October 1, 2016	32-6m

The following Fiscal Impact Statement and Bill Analysis are prepared for the benefit of the members of the General Assembly, solely for purposes of information, summarization and explanation and do not represent the intent of the General Assembly or either chamber thereof for any purpose. In general, fiscal impacts are based upon a variety of informational sources, including the analyst's professional knowledge. Whenever applicable, agency data is consulted as part of the analysis, however final products do not necessarily reflect an assessment from any specific department.

OFA Fiscal Note

State Impact: See Below

Municipal Impact: None

Explanation

The bill has no fiscal impact by requiring the Department of Economic and Community Development (DECD) to design a Connecticut Made ("CT-Made") logo.

The bill restricts DECD from contracting with a third party vendor to develop the logo itself. It is therefore anticipated that DECD will create the logo with existing resources.

Assuming the CT-Made campaign is implemented similarly as the "Connecticut Grown" campaign, there will be a cost of \$10,000 annually to DECD for marketing and educational outreach for the program.

sHB 5044, the revised FY 17 budget, as favorably reported by the Appropriations Committee, includes an \$8 million appropriation for the "Statewide Marketing" account. The account funds marketing campaigns for both tourism and economic development in the state. It is anticipated that this appropriation can sufficiently fund the "CT-Made" campaign.

House "A" eliminates the original bill and its associated fiscal impact and results in the impact described above.

The Out Years

The annualized ongoing fiscal impact identified above would

continue into the future subject to inflation.

OLR Bill Analysis**HB 5426 (as amended by House "A")******AN ACT MANDATING THE CREATION OF THE CONNECTICUT-MADE DESIGNATION.*****SUMMARY:**

This bill requires the Department of Economic and Community Development (DECD) to develop a "Connecticut-Made" or "CT-Made" logo. It must make the logo available to manufacturers and producers of Connecticut-made products through a website that allows them to promote the products. Any state agency, quasi-public agency, or other public or private institution may promote the website and logo. Under the bill, DECD is not permitted to contract with a third party to fulfill the bill's requirements.

The bill requires the DECD commissioner to develop guidelines for manufacturers and producers using the logo in branding efforts. The guidelines may include (1) the types of, and specifications for, products that may be branded as Connecticut-made and (2) manufacturers' and producers' ability to alter the logo's proportions and colors.

Current law requires the DECD commissioner, within available appropriations, to establish and administer a "Connecticut-Made" program and lists the components the program must contain (see "BACKGROUND"). The bill instead permits the commissioner to (1) establish and administer the program and (2) include the components in the program.

Finally, it eliminates a requirement that DECD annually report to the Commerce Committee on its efforts related to the Connecticut-Made program.

*House Amendment "A" (1) adds provisions regarding the CT-Made logo, (2) allows, rather than requires, the DECD commissioner to establish and administer the Connecticut-made program and include certain program components, and (3) eliminates the Connecticut-Made program's reporting requirement.

EFFECTIVE DATE: October 1, 2016

BACKGROUND

Connecticut-Made Program Components

The Connecticut-Made program includes the following components:

1. creating and implementing a multiyear, statewide marketing and advertising plan that includes television and radio advertisements showcasing Connecticut-made products;
2. creating and maintaining an associated website that lists Connecticut manufacturers, the products they make, and the retailers that sell them;
3. helping Connecticut manufacturers and producers needing assistance access appropriate economic development organizations; and
4. providing a feature on the DECD website linking Connecticut manufacturers and producers with potential buyers and staging statewide or regional promotional events where these groups may participate.

COMMITTEE ACTION

Commerce Committee

Joint Favorable

Yea 20 Nay 0 (03/15/2016)